



Acting responsibly.

KNOWLEDGEABLE AND EXPERIENCED.

Annual Report 2010



PRODUCT OVERVIEW

External sun shading systems

- External venetian blinds
- Roller shutters
- Awnings
- Sun sails
- Patio roofs

Internal sun shading systems

- Roller blinds
- Venetian blinds
- Pleated blinds
- Blackout blinds
- Insect screens
- Vertical louvre blinds
- Curtain panels

Control systems

- KNX/EIB controls
- LON bus controls
- Conventional control units
- WAREMA climatronic®
- EWFS and WMS radio control systems

**ON THE COVER:
THE EXECUTIVE MANAGEMENT OF
THE WAREMA GROUP AND
ITS AREAS OF RESPONSIBILITY
(FROM LEFT TO RIGHT):**

Bernd Riedmann (Corporate Sales), Kurt Roth (Sales Germany), Ulrich Schinhan, Alexander Grundhoff (both International Sales), Thomas Schauburger (Sun Shading Systems China), Nils Ketter, Michael Müller (Manufacturing Limbach-Oberfrohna and Marktheidenfeld), Martin Friedel, Rüdiger Fischer (both Plastics Technology and Mechanical Engineering), Dr. Thomas Klein (HR), Steffen Konrad (IT/Controlling) and Christian Dorf Müller (Corporate Development).

KEY FIGURES

OF WAREMA RENKHOFF SE (in '000)

	2010	2009	2008	2007	2006
Earnings					
Revenue	329,163	313,192	308,905	303,265	267,846
Operating performance	343,141	314,829	319,355	313,185	276,982
Staff costs	143,857	135,162	124,706	120,668	110,441
Cost of materials	135,735	125,346	132,831	131,734	120,376
Result from ordinary activities	14,721	9,672	9,685	17,224	7,282
EBIT (operating result)	17,116	5,963	12,611	16,750	7,065
Net income	10,300	7,652	6,021	10,370	6,875
Assets and financial position					
Fixed assets	80,977	71,286	70,346	61,178	52,379
Current assets	138,824	137,175	140,384	138,146	109,921
Equity	94,580	88,412	87,628	84,156	74,891
Total assets	220,863	209,608	212,662	200,162	162,792
Investments (without long-term financial assets)	11,463	12,898	20,396	19,436	9,630
Depreciation	11,809	11,482	10,558	9,838	9,265
Net cash from operating activities	16,498	28,553	11,550	28,420	12,809
Key figures					
Return on sales before taxes (%)	4.3	3.1	3.1	5.7	2.7
EBIT in % of sales	5.2	1.9	4.1	5.5	2.6
Equity ratio (%)	42.8	42.2	41.2	42.0	46.0

WAREMA RENKHOFF SE

WAREMA International GmbH

- WAREMA Austria GmbH
- WAREMA France S.a.r.l.
- WAREMA Iberia S.L.
- WAREMA Schweiz GmbH
- WAREMA Sun Shading Systems Co.Ltd., China

WAREMA Sonnenschutztechnik GmbH

WAREMA Kunststofftechnik und Maschinenbau GmbH

WAREMA RENKHOFF SE

KNOWLEDGEABLE AND EXPERIENCED

There are three companies operating under the umbrella of **WAREMA Renkhoff SE**. **WAREMA Sonnenschutztechnik GmbH**, based in Limbach-Oberfrohna in Saxony, produces internal sun shading products as well as external venetian blinds. **WAREMA Kunststofftechnik und Maschinenbau GmbH** provides plastic technologies, moulding and mechanical engineering services for companies within and outside the Group. **WAREMA International GmbH** is an active intermediate holding company. It manages our international subsidiaries in Austria, Spain, France, China and Switzerland and is also actively involved in our foreign business. In addition to its function as a holding company, **WAREMA Renkhoff SE** is responsible for the development and manufacture of sun shading products and control systems and for marketing them in the domestic market.

The **WAREMA Group** actively endorses the benefits of being a family business based in Germany. Thanks to our technical expertise, our proximity to customers and the personal commitment of each of our employees, **WAREMA** has evolved into Europe's leading supplier for sun shading technology and control systems.



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LETTER FROM THE EXECUTIVE BOARD



THE WAREMA MANAGEMENT TEAM
Angelique Renkhoff-Mücke,
Chief Executive Officer and (from the left):
Gerhard Mader, Executive Vice President Sales
Harald Freund, Executive Vice President Operations

Ladies and Gentlemen,
Dear Friends and Partners!

We live in a time of radical change. We all sense it. The global economic crisis and its consequences, the euro crisis, the earthquake in Haiti, the eruption of the Icelandic volcano Eyjafjallajökull, the oil spill in the Gulf of Mexico – these are just a few of the far-reaching events we experienced in 2010. Even now, it is clear that 2011 will be no less turbulent. The unrest in North Africa, the disaster in Japan – these events all have a direct impact on the world economy and trigger uncertainty among the people and in our industrialized society.

Because it creates tremendous opportunities for people, our society's prosperity relies on technological progress. On the other hand, the dangers inherent in technology have recently become exceedingly apparent. Disasters like the oil spill in the Gulf of Mexico and the accident in the Fukushima nuclear power plant have shown us that our actions can have a serious impact on the environment. These recent disasters have made people more aware of this. What we are slowly realizing is that our ambience really matters. As the call for renewable energy becomes louder, so do the protests against nuclear energy. It is becoming clear that more and more people are prepared to accept a change of course.

This development is directly affecting our markets, especially the sun shading market, because sun shading technology does more than just protect against intense sunlight. By using intelligent control systems, the technology has been proven to reduce energy consumption – in summer as well as winter. It can therefore play a useful role in meeting the growing need for energy efficiency and sustainability. WAREMA accepts responsibility for raising awareness of this important technology in all parts of the world.

At WAREMA, we are aware of the importance of what we do. And the issue of sustainability is important to us. Indeed, it is an integral part of our corporate philosophy. Firmly established as part of our vision as market leader in sun shading technology products is the need to develop and produce products that improve the energy performance of buildings and so maintain the value of properties and the quality of life.

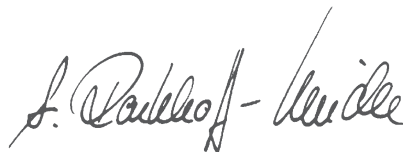
The principles that guide our thinking and our culture are set down in our philosophy. As a family business, we hold fast to those things that have proven their worth, and to our values. These values, such as reliability, stability and credibility, were extremely important to my father Hans-Wilhelm Renkhoff. I am convinced that it is these principles, as well as our partnership with you, that brought us safely through the economic turmoil of recent

years. And I am also convinced that our experience has equipped us well for the challenges we will face in the future.

The current upheavals pose risks but also offer incredible opportunities. In partnership with you, we will grasp these opportunities as we successfully meet the challenges ahead.

I would like to thank you for the confidence that you have placed in us, and for your commitment and loyalty. I wish you every success for 2011 and assure you of our support in your future endeavours.

On behalf of the Executive Board and all executives of the WAREMA Group



Angelique Renkhoff-Mücke,
Chief Executive Officer

REVIEW OF 2010



March

Fensterbau frontale – “Saving energy with sun shading technology” – WAREMA’s 2010 exhibition slogan.



July

WAREMA Run – For the sixth time, runners of all ages set off for the race through Marktheidenfeld.



August

WAREMA “Sonnenkinder” – The company holiday play scheme for employees’ children.



September

Training begins – 47 apprentices and students embark on their careers at WAREMA.



October

More than ever before – WAREMA presents long-service awards to 254 employees.



November

WIP Partner Days – We see the partnership with our customers as the fifth element.



The reconstructed historic buildings on the Dresden Neumarkt around the Frauenkirche with sun shading by WAREMA.



CLEAR VALUES

Company founder, Hans-Wilhelm Renkhoff, demonstrated personal courage and determination, confidence, honesty, integrity and enjoyed a close relationship with his customers and employees. These traditional values still define our corporate culture, despite all the progress and developments that have taken place over the years. Particularly in turbulent times, these are the values you would expect from a reliable and strong partner.

Continuity

TRADITIONAL

Hans-Wilhelm Renkhoff In March of this year, the founder of WAREMA passed away aged 84. He has left us his life's work, a company that he turned into a full-service provider and one of the most important players in the sun shading sector thanks to his ambitious and prudent leadership, vision and keen sense of innovation. An honorary citizen of Marktheidenfeld, Senator E.h. Dr. h.c. Hans-Wilhelm Renkhoff was an initiator, a pioneering entrepreneur, and a man of strong will and boundless energy. Although he was an industrious entrepreneur, it was his social commitment that made him such a unique person. Hans-Wilhelm Renkhoff received numerous awards and honours in recognition of his many contributions to society, including the Federal Cross of Merit and the Bavarian Order of Merit.

Continued growth Through its entire history, WAREMA has grown continuously in terms of know-how, product range as well as staff numbers and sales figures. We have seen a constant stream of product innovations and significant improvements, which have presented our employees with new challenges every day. Hans-Wilhelm Renkhoff was always ahead of his time and placed great value on the highest possible quality and the depth-of-knowledge that exists within the company. What could not be satisfactorily acquired was fabricated in-house. The work of what is now the product and development centre for electronic controls began with one master electrician. And the WAREMA Kunststofftechnik und Maschinenbau GmbH team began with one mechanic.



"I have worked for WAREMA for 45 years. The constant flow of challenges has not only helped the company grow but has also helped the employees develop."

Dieter Laqua, Head of Central Product Training



The world is rapidly changing. In order to keep pace with these changes, while remaining calculable and predictable, we are guided by our corporate philosophy.

The vision_ WAREMA develops and produces unique, innovative and technically robust sun shading solutions. These are designed to improve the energy balance of buildings, to maintain the value of property and to enhance the quality of life of the people who live or work there.

The claim_ WAREMA is a quality-conscious manufacturer with innovative development teams and a flexible service structure. We exceed the high expectations of architects, retailers, tradesmen and users – thanks to the technical expertise and enthusiasm of our staff.

The realization_ WAREMA combines experience with up-to-the-minute technical expertise, sets clear targets and remains focused on its markets and customers. This makes it possible for us to create high-quality, high-performance solutions to problems at very short notice.

The people_ As a family business, WAREMA stands for genuine partnerships. We support our partners at every level with energy, passion and resilience.

Angelique Renkhoff-Mücke, Chief Executive Officer



Continuity

MODERN

Old paths, new ways_ When Angelique Renkhoff-Mücke, daughter of the founder, took over the leadership of the Group, this handover to the next generation ensured there will be no discontinuity with the principles of her father. Even today, the WAREMA family business is characterized by a high level of innovation, clear values and uncompromising customer focus. As Chief Executive Officer, Angelique Renkhoff-Mücke has been responsible for the success of the WAREMA Group since 2001.

Amongst the recent milestones under her leadership are the realignment of corporate strategy, allowing the company to focus on its core technical expertise of sun shading, and the reorganization of the company into an SE (European Company) with a powerful international presence. Our main goal for the coming years is to continue offering innovative products and services that promote energy efficiency and sustainability in the construction industry.



In 2010, "The Squire" shopping and hotel complex and station at Frankfurt Airport was fully equipped with WAREMA roller and external venetian blinds.

ENERGY EFFICIENT



SAVING ENERGY

Carefully matched and electronically controlled internal and external sun shading systems save energy.



"Modern sun shading systems which are intelligently controlled offer tremendous energy savings. Carefully installed, these systems can reduce the energy required for heating, lighting and air conditioning by up to 40 %."

Ulrich Lang, Head of Project Consulting



Growing requirements_ Today's sun shading technology is much more than just protection from intense sunlight. It deals with issues such as heat, glare, privacy protection as well as daylight utilization and solar heat gain. At the same time, it aims to achieve maximum convenience and comfort by reducing energy consumption to a minimum.

Sun shading systems_ To satisfy market needs, WAREMA has adopted a systems approach. The requirements of a building facade differ greatly depending on the time of day and season. In the summer, it has to stop buildings from overheating; in the winter it has to maximize solar energy extraction.

Adaptable sun shading systems – consisting of external sun shading and internal anti-glare protection together with an

intelligent control system – turn the facade into an active air-conditioning layer that ideally reacts to different requirements.

A good combination_ WAREMA OPTI-SYSTEMS offer the ideal sun shading system for a variety of facade types. The new applications brochure on this issue provides clear illustrations of a number of different facade types, such as transom and mullion and double-glazed facades, along with the appropriate sun shading system. A special web-based visualization tool shows how combined, intelligently controlled sun shading can make an impressive contribution to the energy efficiency of buildings.

Sun shading solutions**SERVICE-ORIENTED**

Customer focused_ Our thinking and our actions are focused on delivering customer benefits. We are therefore aware of the needs of our partners in terms of product quality, product diversity and service. We seek to win them over by offering individual advice and guidance, locally-based support, smooth order processing and a wide choice of service solutions.

Support for our partners_ To ensure that our customers are able to specify the right product for every application, we offer a varied dealer seminar programme. This serves to strengthen the sales and technical expertise of our customers.

We provide high quality, detailed sales literature. Dealers also benefit from a wealth of carefully designed sales support and sales promotion measures.

Planning aids_ Our range of software has been further improved by adding a tool for designing control systems to the WAREMA Sun Shading Planner. The programme recommends control systems that will meet the specific needs of the customer. The user can also download the necessary documentation for each control system.



Professional business partner_ We offer our partners support with questions about sun shading technology and control systems – helping them find a solution to a technical problem, for example. Our project consulting service assists architects and planners in particular in the selection and planning of sun shading and control systems. It provides support for tenders, prepares budget quotations, locates custom installation solutions and organizes samples of sun shading products.



Jürgen Kuhn,
Head of Marketing

Strategic sales promotion

WAREMA's advertising activities help our distribution partners increase their sales. A typical example is the 2011 Climate Protection programme, in which a tree will be planted in a "PrimaKlima" reforestation project for every awning sold.



Teamwork

HIGH-ACHIEVING

The WAREMA team_ The efforts of the Group's approximately 2,900-strong workforce, with all of its knowledge and experience enable us to satisfy the wishes and needs of our customers. Close cooperation between our head-office specialists and field personnel, and good personal relationships, are the key here.

Strength through cooperation_ Manufacturing such an extensive range of customized products with their different shapes, colours and materials demands a high degree of precision and flexibility from everyone involved along the value chain. It also relies on having reliable logistics processes. Whether in development, production, sales or out on the

building site, we can only discharge our diverse and demanding responsibilities to the satisfaction of our customers by working as a team and remaining in close contact with them. To make our high-quality products, only the most modern production technology is good enough. It is important to us that our production operation makes responsible use of resources.

Local presence_ In order to respond quickly and effectively to the specific needs of different regions and countries, our policy is to be as close to the market as possible. We provide our customers with advice and guidance via regional teams familiar with local conditions.



SUCCESS

All employees contribute to the success of the company.



"We apply these quality standards not just to our products and services but to all of our internal processes. Each and every one of our employees contributes to the WAREMA quality by applying and continually enhancing our processes."

Hans Albrecht Kohlmann, Head of Quality Management



*Berthold Reinhard,
Head of the Asia
Pacific Region*

International development projects

Major international development projects such as Rambøll, Copenhagen, are handled by WAREMA International GmbH. The staff working on these projects have all demonstrated their abilities as team players.

Networking and communication between the respective area sales managers, internal sales team, project consultants, materials management specialists, accounting staff and production are critical when undertaking such huge projects. At the same time, there must be close collaboration between the architect, facade builder and general contractor – all from different countries – and the fitters on the site.



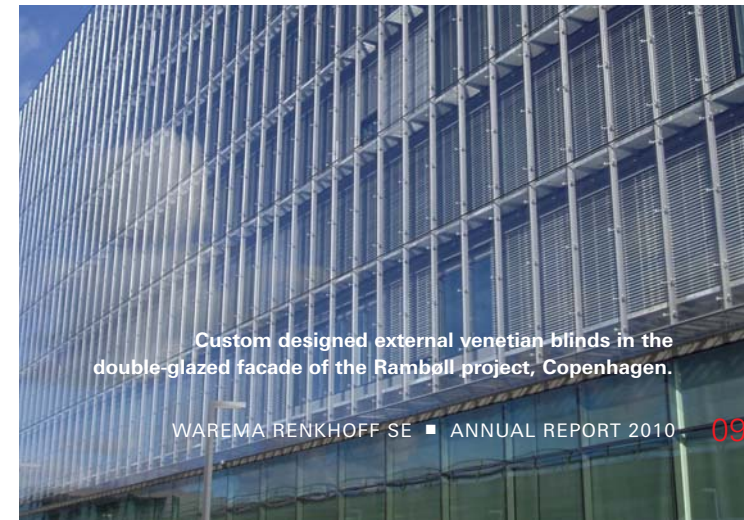
Teamwork

WORLDWIDE

Germany_ The German sun shading market remains the cornerstone of our business. Specialists based in our 17 different regional branch offices maintain an ongoing dialogue with customers. They support our partners with advice on anything from order processing to communication strategy. Our employees are not only highly knowledgeable about all aspects of our products, they are also well informed about commercial matters such as regional characteristics and attitudes or the pricing and competition structure in the local market, all of which enables us to react to customer requests quickly and flexibly. This also includes tender preparation, sales

order processing or technical briefings at the customer's premises or construction sites. The linking of regional support centres to our branch offices enables technical customer service personnel to provide fast support if required.

International_ Our international business is conducted by WAREMA International GmbH. A strong team looks after customers in 48 countries and maintains a network of international contacts. In markets such as Austria, Switzerland, France, Spain and China, our sales subsidiaries enable us to provide a full, locally based service to our customers. Our staff in these countries do the same work as the staff in our German branch offices. When dealing with international partners, it is of paramount importance to recognize and appreciate the mentality and business customs of other countries and cultures.



Custom designed external venetian blinds in the double-glazed facade of the Rambøll project, Copenhagen.



Our team

QUALIFIED

A strong team_ Our consistency makes WAREMA a fair and equitable employer who is committed to providing long-term job security. Our personnel strategy has a proven track record. The large number of long-serving employees still working for the company – after as many as 45 years – confirms how much our staff identifies with WAREMA. We have a strong team that is truly a force to be reckoned with, especially in difficult times.

From our own ranks_ From the very beginning, company founder Hans-Wilhelm Renkhoff knew how to motivate his staff and help them progress. He created good training facilities and secure jobs, and these remain a feature of the WAREMA Group today. WAREMA has been training young people in technical and commercial professions for 50 years. WAREMA also offers the “dual learning” (study and work) programme in cooperation with the Baden-Wuerttemberg Cooperative State University and a university degree course combined with practical work experience.

A trainee programme is a proven way of starting a career with WAREMA after completing a degree course. Thanks to the

wide range of training and study courses we offer, we are able to train highly qualified employees, over 90 percent of whom continue to work for the WAREMA Group upon completion of their training. This approach enables us to meet our needs for specialist and managerial staff largely from our own ranks. Our low staff turnover rate demonstrates the success of our philosophy.


Continued development_ All employees are offered a variety of opportunities for continued internal and external training. They can, for example, acquire additional qualifications to help them meet changed circumstances and so maximize their value as employees.



POTENTIAL AND EXPERTISE

WAREMA organizes numerous activities to help its managers and employees develop their potential and deploy their expertise in a way that will also benefit them personally.

WAREMA doesn't just stand for intelligent product and services; more than anything, it stands for people.



*Birgit Röschert,
Head of Personnel
Development*

As a family business, WAREMA devotes particular attention to the skills of its staff – personal as well as professional.



THANKS!

Our team

FLEXIBLE

Flexibility_ Because of the seasonal variations that greatly affect the sun shading business, we ask all our staff to demonstrate an unusual degree of flexibility. This is a good example of how the day-to-day commitment of staff can be a critical success factor for the company. Whilst requiring a degree of flexibility from staff, we remain aware of the importance of reconciling the needs of work and family. WAREMA therefore promotes a family-friendly corporate culture which takes account of the individual circumstances of employees.

Work and family_ We demonstrate our family-friendliness by offering a wide choice of part-time work options and a comprehensive company-supported child-care programme. In addition, the company

covers most of the cost of the WAREMA “Sonnenkinder” holiday play scheme, which has been running since 2008. Here, qualified educational professionals look after our employees’ children aged between three and twelve. Due to the scheme’s great success, it will be extended in 2011 to provide a wide choice of holiday care during the Easter and Whitsun breaks.

In 2011, we began the “Sonnenstrahlen” nursery in partnership with Marktheidenfeld municipal council. With WAREMA’s support, the nursery itself was tastefully and age-appropriately decorated and furnished for small children aged seven months to three years. Specially trained staff – and a hot lunch – make our employees’ children feel right at home and so help our employees achieve a better work/life balance.



“We do not take for granted the commitment, dedication and flexibility of our strong team. We are pleased to report that the company’s Executive Board has decided to pay a bonus in recognition of employee performance in 2010.”

Bernd Ruppert, Chairman of the Works Council, WAREMA Renkhoff SE

SUPPORTING THE FAMILY UNIT FOR THE FUTURE

By creating this family-friendly working environment, we are able to retain the services of key technical and managerial staff with young families over the long term. This ensures our stability and competitiveness, and so contributes to the success of WAREMA and our partners.



REPORT OF THE SUPERVISORY BOARD

Ladies and Gentlemen,

The Supervisory Board of WAREMA Renkhoff SE is comprised of four representatives of the shareholders and two employee representatives. Bernd Ruppert and Helmut Nürnberger were confirmed as employee representatives on the Supervisory Board in a direct, secret-ballot election held on 22 June 2010.

In the past fiscal year, the Supervisory Board regularly advised the Executive Board and monitored the running of the business. In three regular meetings and on the basis of monthly reports by the Executive Board, the Supervisory Board was informed thoroughly of the economic situation of the companies within the WAREMA Group and their areas of responsibility.

The Supervisory Board regularly kept itself informed about the economic situation of the company and its divisions, the development of business and corporate planning, and it consulted with the Executive Board with regard to the company's business situation and strategic orientation.

During the course of these meetings and in a written procedure, the Supervisory Board examined in detail and discussed urgent matters requiring approval based on written reports prepared by the Executive Board. The

Supervisory Board agreed with the decisions proposed by the Executive Board in all cases. The Chairman of the Supervisory Board also held regular discussions with the Executive Board.

The company has taken the opportunity to combine the management report and the notes to the consolidated financial statements for WAREMA Renkhoff SE and the Group.

The financial statements and consolidated financial statements of WAREMA Renkhoff SE for the year ended 31 December 2010, and the management report, which is combined with the Group management report, were audited by Max Zimmermann, certified auditor in Augsburg, and were issued an unqualified audit opinion. The Supervisory Board also examined these documents submitted by the Executive Board.

The reports prepared by the auditor were made available to all members of the Supervisory Board. The Supervisory Board agrees to the results of the final audit and approves the financial statements for the 2010 fiscal year. The annual financial statements are thus formally adopted and final.

The Executive Board proposal for the use of the unappropriated profit available for distribution was examined by the Supervisory Board. The Supervisory Board endorses the Executive Board proposal. It has examined and raises no objections to the auditor's findings.

The Supervisory Board wishes to thank the Executive Board and the management of the WAREMA Group and its employees for their great personal commitment and excellent performance throughout the past fiscal year.

Marktheidenfeld, 11 April 2011



Dr. Peter Kahn
The Supervisory Board

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